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Tabloid TV competition encourages less sordid, more mainstream stories

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TBS closes in on Hanna-Barbera; Tyson-Holyfield on for Nov. 8

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First look at Gaylord's TV, radio, entertainment empire

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Petitions to deny license of WUSA(TV) flow in after Gannett buys five dailies

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Vol. 121 No. 11 S2-95

**The Show/Business
of Radio '91**

THIS WEEK

19 / THE RADIO PICTURE

Members of the industry gathering this week at Radio '91 can find perhaps two silver linings in otherwise gray economic news. First, radio still looks like a fundamentally good business. Second, it can't get much worse. Many brokers and broadcasters believe that station prices have hit bottom, and the introduction of new equity might signal the banks that it's okay to enter radio again.

21 / MORE AM RADIO

Later this month, the FCC will adopt rules for use of the expanded AM band—100 extra kilohertz of spectrum at the high end of the band. The extra space, which the agency is reserving for existing channels, will accommodate up to 250 stations around the country. Operating in a band governed by strict new interference and spacing standards with 10 kilowatts of daytime power and one kilowatt at night, the stations will be able to boom interference-free signals over thousands of square miles day and night.

22 / ABC, ESPN TO FORM RADIO NETWORK

ABC Radio Networks and ESPN announced the January 1992 launch of a jointly managed sports news radio network. The ESPN Radio Network will consist of 16 weekend hours of original programming comprising sports news, game reports, guest interviews and features excerpted from ESPN's cable service. The

network has no immediate plans to acquire rights to sports events. Twenty-five affiliates in the top-50 markets have been signed to date.

23 / STILL A MONEY-MAKER

In spite of the bad news about profits, revenues and sales volume, one aspect of radio still looks good: appreciation. A study available from the NAB shows that stations have continued to be sold for higher prices than they were purchased for during the two-and-a-half-year period ending in June. The average annual gain was 7.7%.

25 / MOVING ON MOVIES

Twentieth Television is making the rounds with Century 16, a package of films like "Home Alone" and "Sleeping With the Enemy" that will be available late in the decade. Speculation has it that Fox will want a prior network window for Fox Broadcasting, and that Fox will also offer a rerun package of 35 to 40 titles.

26 / MORE MOSCOW COUPS

CNN was first in the network rush to reach Gorbachev and Yeltsin following last month's coup; it scored with separate live interviews early in the week. ABC was a close second on Thursday with a historic "town meeting" of both leaders and studio audiences in the United States and Moscow.

30 / SPECIAL REPORT: RADIO '91

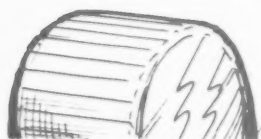


CBS Radio President Nancy Widmann talks about format fine-tuning, AM's future, DAB development and the timing of a turnaround (page 31).

A series of stories examines the big issues in radio on the eve of Radio '91. Sales of radio stations dropped dramatically in the first six months of 1991 compared with the same period last year: the dollar value of transactions fell 65% to \$328 million (page 34); local ad business is down 2.6%, but network business is showing slow but steady growth (page 40); equipment manufacturers report a recent upturn in sales, and see a move to digitization in the making (page 42); this year's historic news events have spawned a rebirth in shortwave, and a Canadian firm is planning a service to broadcast into the United States (page 46).

A complete agenda of Radio '91 sessions (page 47); booth locations of exhibitors in the Moscone Center (page 48)

Radio 1991
SAN FRANCISCO
SEPTEMBER 11-12



FCC to adopt rules on AM band expansion (page 21).

51 / BLACKS IN BROADCASTING

Although the number of blacks in the industry has grown over the years, the consensus among the 30 men and women who make up BROADCASTING's survey of standout executives in black broadcasting and cable is that blacks remain underrepresented, particularly in positions of power. The percentages of blacks in ownership, management, talent, cable programming, production and distribution are generally well below the percentage of blacks in the population.

58 / PETITION AGAINST GANNETT

Once the Times Journal Co. closed the sale of its five suburban-Washington dailies to Gannett Co., a group of D.C. newspapers petitioned the FCC to deny license renewal to Gannett-owned Washington station WUSA-TV. Times Journal's printing facilities were the primary

motivation for the purchase, but some believe that Gannett is considering asking for a permanent waiver from the cross-ownership rule so that it can keep the papers.

58 / CONTROL OF AIRSPACE

A U.S. appeals court in Atlanta, in a case involving construction of a new Orlando airport, ruled that the Federal Aviation Administration has the primary responsibility to "make an accurate determination of the most efficient use of airspace." Even though the FAA's co-respondent in the case was a broadcaster—Gannett Publishing—the industry worries the agency will tend to side with its congressionally mandated constituency—the airports—in future airspace disputes.

59 / COVERING THE NEXT WAR

The RTNDA is convening a meeting Oct. 11 to devise a means of reporting war events independent of the military in the next conflict. Association President David Bartlett hopes the meeting will result in a consensus among the media on principles to govern coverage of military activities.

64 / TURNER CLOSE DEAL WITH HANNA-BARBERA

Turner Broadcasting System announced last week that it is close to purchasing Hanna-Barbera Productions, an acquisition that would include over 3,000 half-hours of such programming as *The Flintstones* and *The Jetsons*. The 350 different series, specials and films is said to comprise one-third of all animation ever produced, and could put Turner in the position to



ABC News anchor Peter Jennings and President Gorbachev at a 'National Town Meeting' (page 26).

eventually launch a full-scale children's network.

65 / DOWN FOR THE COUNTS?

Showtime Event Television President Scott Kurmit predicts a PPV revenue record-breaker for the Evander Holyfield-Mike Tyson match-up on Nov. 8, provided the fight takes place. At a press conference last week, promoters assured the media that pending civil and criminal cases against Tyson would not hold up the event, but they were not taking questions about the legal proceedings.

72 / TV REVENUES DOWN 4.9%

Total broadcast TV revenue—local, national spot, network and national syndication—dropped 4.9% during the first six months of 1991 compared with the same period last year, according to the Television Bureau of Advertising. Said TVB President Jim Joyella: "The only comfort we can take in these figures is that our competition is suffering losses as well."

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RADIO STATION VALUES CONTINUE GROWTH

NAB-sponsored study shows 7.7% annual increase; FM stations appreciate at rate more than twice that of AM

Radio stations have continued to be sold for higher prices during a two-and-a-half-year period ending this past June, according to a study being released this week. The study, available from the National Association of Broadcasters in Washington, showed that radio station values grew by a mean average annual gain of 7.7%, based on the difference between their initial purchase price and their resale price. The reported appreciation of FM stations was more than twice that of AM stations.

Said David Schutz, a partner in Hoffman-Schutz, a New York-based financial firm, who authored the study, "Despite the pessimism, people are continuing to sell radio properties at net gains." Schutz added that the real annual return on investment realized by station owners would be much higher than the annual value appreciation because of the beneficial effect of leverage and because of tax benefits. Such real gains, he estimated, might approximate 20% per annum.

	AM Only	FM Only	AM/FM	All Stat.
Resold at higher price	35	68	87	190
Resold at lower price	22	26	46	94
Resold at same price	1	4	4	9
Average annual (compounded) change	1.0%	10.3%	8.7%	7.7%
Median annual (compounded) change	4.0%	9.4%	8.5%	6.4%

Source: National Association of Broadcasters

Mark Fratrack, senior vice president, NAB, said that gains among regions over the two-and-a-half-year period indicate strong appreciation in the Southeast and mid-Atlantic, with growth in the Pacific and Midwest also. New England, said Fratrack, had a small appreciation, while the Mountain states showed depreciation in value. Appreciation percentages were also reported by market size, with medium-size markets

apparently showing greater annual gains.

Unlike a similar survey released last year, the most recent study eliminated station transactions of less than \$500,000, or \$250,000 in unrated markets, restrictions that reduced particularly the sample of AM stations. Also, those stations held for more than 12 years were not included "due to data availability."

WHAT CBS IS BUYING

Six weeks ago, CBS's purchase of Midwest Communications was announced as a happy marriage of two companies with long-standing ties. But the \$195-million-plus transaction is also possibly a time-sensitive deal, which Midwest raced to complete before a bank ultimatum resulted in foreclosure on the company. Furthermore, Midwest Chief Executive Officer James Rupp tried to block the sale just prior to the announcement.

Based on a Midwest proxy statement, BROADCASTING estimates that the multiple CBS will pay for the two TV stations, two satellite TV's, AM-FM radio and cable operations is 7.8 times fiscal 1990 cash flow of \$24.9 million, on revenue of \$86.7 million.

But the true "multiple of cash flow" that observers use to evaluate the industry's perceived prospects is more complex. For one thing, the \$195-million price, according to the proxy, is subject to adjustment for net liabilities and does not include roughly \$15 million in transaction fees and costs of refinancing Midwest's existing debt. Those costs will be borne by CBS.

More positive for CBS, operating cash flow is up substantially for the first nine months of the fiscal year, which ends Sept. 30, if one excludes a sudden decrease in certain non-cash expenses. The improved performance so far this year, despite a slight revenue decline, is due to lower advertising expenses for WCCO-AM-TV and the layoff of staff at Midwest Cable & Satellite (MWCS). Furthermore, the revenue decline, blamed in part on the Minnesota Twins' last-place

divisional finish in 1990, should improve with the Twin's first-place standing to-date this season.

Midwest's Rupp cast the sole vote against the merger both because he objected that MWCS was not spun off directly to shareholders or sold to a shareholder group interested in buying the regional sports channel and related operations. Rupp also objected that the formula that will eventually calculate how many CBS shares are to be given to Midwest owners—perhaps roughly \$37 million worth after assuming existing Midwest liabilities—guarantees CBS that its stock will be valued at at least \$160 per share, even if trading for less. Last Friday, CBS stock was \$156 per share.

Both parties to the agreement are hoping the closing, or at least the shareholder vote approving the transaction, takes place before 1992. According to the Midwest proxy, the power to approve a sale of Midwest changes substantially after January 1992. The voting trust that controls a majority of the company's voting power is set to expire on Jan. 14, 1992—although the trustees indicate that if the vote is taken before then, they intend to pass through the voting rights to beneficiaries anyway. A second trust, holding roughly one-quarter of the voting power, expires on the death of the last surviving of 34 named individuals, who is now 93 years old. Furthermore, two other classes of stock that currently have limited voting rights will probably gain full voting rights after Jan. 1, 1992, a change triggered because of the company's failure to pay dividends for seven consecutive fiscal years.

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THE TOP FIVE RADIO DEALS

**The
Blaze!**
103.5

\$19 million

WFYR (FM) Chicago

Closed: March 1991

Seller: Summit Communications

Buyer: Major Broadcasting

Broker: H.B. LaRue

Notes: Station changed call letters to WWBZ (FM), switched format from soft-AC to younger-skewing AOR, repositioned itself as The Blaze. Increased Arbitron 12-plus numbers from 1.4 to 3.9. Birch numbers from 1.6 to 4.1.

**WMJI
Majic 105.7**
THE OUTRAGEOUS FM

Y107
THE OUTRAGEOUS FM

\$29.75 million

WMJI(FM) Cleveland

WYHY(FM) Nashville

Closed: January 1991

Seller: JACOR

Buyer: Legacy Broadcast

Partners

Broker: Bill Steding, Star Media
(Americom)

Notes: WYHY(FM) maintained CHR format; WMJI(FM) modified format from AC-oriented oldies to all oldies.

manager will know how to maximize both elements, rather than lament that "the tower lease often qualifies as salesperson of the month," as one operator told Menowsky.

Prices have stabilized, albeit at a low level, because of two factors, according to Questcom's Marc Hand. "Sellers finally have adjusted to realistic station prices that more closely reflect the current trading environment, and the level of interest on the part of buyers has increased rather dramatically," he explained. "This marks a big change from he thinking a year ago when people knew prices were going to go down but no one was sure what kind of multiples they would come in at."

Still, because the lending pool has

virtually dried up, seller paper is just about the only way that creative deals are getting done except for Triple-A properties, Hand said. "Twelve months ago you wouldn't have seen much seller paper, but now—particularly on turnarounds—sellers are stepping in and playing the role that banks would have played." Buyers entering into turnaround situations are putting a lot of their equity into operating capital and demanding that sellers, for at least a while, serve as the bank. "Buyers are there with a certain amount of equity, but they don't want to put 100% equity into a turnaround deal," Hand said.

The emergence of new equity is a positive signal, but how it is played largely depends on the re-entry of debt

FREE Health News Feed

from the Children's Health News Network, a free, weekly radio news service, concentrating on prenatal, pediatric and adolescent health and medical topics.

The radio newsfeed service is offered by Children's National Medical Center in Washington, D.C., one of the nation's premier pediatric health care facilities.

For more information on this newsfeed, contact the

Children's Health News Network

at Children's National Medical Center,

(202) 939-4500.



OF THE LAST 12 MONTHS

99.7 KFRC FM

\$18.5 million

KXXX-FM San Francisco

Closed: December 1990

Seller: Emmis Broadcasting

Buyer: Bedford Properties, Inc.

Broker: Media Venture Partners

Notes: Bedford changed call letters of station to KFRC(FM), physically merged it with KFRC(AM), which was purchased from RKO General in separate transaction. Format is oldies, "covering the British invasion to the end of Vietnam," according to VP/GM Brent Osborne.

**MARS
103.1^{FM}**

\$17.675 million

KOCM(FM) Newport Beach, CA

KSRF(FM) Santa Monica, CA

Closed: April 1991

Seller: Ocean Broadcasting

Buyer: Mars Radio Group

Broker: John McLaughlin

Notes: Mars Chairman Ken Roberts purchased KSRF(FM) from Radio Broadcasters, Inc. and KOCM(FM) from Ocean Broadcasting in combined deal. Broker John McLaughlin was former general sales manager at KROQ(FM) L.A., now VP/GM of Mars Radio.

MAGIC 96 FM

\$16.5 million

WMJJ(FM) Birmingham, AL

Closed: October 1990

Seller: Capital Broadcasting

Buyer: Ameron Broadcasting

Broker: Blackburn & Associates

Notes: Ameron combined top billing AC-formatted WMJJ(FM) with News-Talk WERC(AM), purchased from Sun Group (now in Chapter 11). Said Ameron President/CEO Joe Dorton, "By putting the two stations together we felt we would have the affluent adult audience sewn up in this market, and two significant stations to sell nationally."

sources. Hand noted. "There's a handful of debt sources, banks and non-banks, that continue to be active in looking at deals, but you don't see a lot of deals getting done in terms of bank participation. Operators are teaming up with new equity sources, and some straight equity sources are coming in and buying their own stations."

The catch-22 in all this is that good properties are being kept on the block, and the few lenders willing to look at deals won't touch anything other than a

good deal. This emphasizes the notion that radio is embedded in the "era of the operator," a posture that broadcast broker Gary Stevens believes always has been the industry's forte. "For a while we saw some easy money, but the big acquisitions were being made by such operators as Emmis, Malrite and Westwood One. Broadcasting is a relatively simple business with simple businessmen, some of whom got pushed into deals because everyone was getting into it."

Social pundits are quick to say that in

the 1990's the United States has to purge the excesses of the '80s, and Stevens believes this applies to radio as well. "Everything we do in this country is to excess, never in moderation," he said. "Right now we have to go through a purging process to work off the excess, then settle into a 1970's trading arena—where it used to be. Everyone ignored the industry for 50 years, got interested in it for six, and now they're going to ignore it again. The 1980's isn't where it used to be; that was the anomaly." —RHS



News from around the world

LOCAL SALES DOWN SLIGHTLY, BUT NETWORK GROWS

Weak back-to-school market may be harbinger of slow holiday season, Hyde fears

Although leading economic indicators seem to be pointing to an improvement in the economy, radio executives do not expect to see any relief from the soft advertising marketplace anytime soon. When they took a magnifying lens to their operating budgets last year in preparation for 1991, some operators were optimistic that the medium would not only weather the recession, but would in fact thrive as in years past (BROADCASTING Nov. 12, 1990). That has not proven to be the case.

The Radio Advertising Bureau reports that local business is down versus last

The bright spot in the radio industry is the network business, which has shown a slight but steady growth versus last year (see chart).

In spite of the dim outlook, George Hyde, executive vice president, RAB, believes the medium has fared better than competing media, and is better positioned to prosper in the coming years. "This certainly hasn't been a year we will remember for its benign treatment of radio," said Hyde, "but we did better than competitive media."

Traditional indications that business might pick up pace are not being detected, added Hyde. Operators are not seeing a strong retail back-to-school season, for example, and that is troubling, Hyde said, because there has never been a weak back-to-school season followed by a strong holiday season.

"These are tough times—a difficult and trying period," said Hyde. "Recovery is proving to be slower and more elusive than we hoped. Although there are positive signs from the leading economic indicators, here at the RAB we don't quite see that manifested in retail spending or advertising yet." This economic downturn will be remembered more for its length than its severity, he said.

But the RAB continues to believe that radio is the medium of the future. "When you see the general orientation of people—of trying to spend their money more effectively—you can see that radio is positioned to do this. People are looking for better, smarter and more

productive ways to do business. Many more of them are thinking that radio is the way to do that," Hyde said.

The industry's two megareps, Katz Radio Group and the Interop Radio



George Hyde

"Although there are positive signs from the leading economic indicators, here at the RAB we don't quite see that manifested in retail spending or advertising yet."

year, and Radio Expenditure Reports, which keeps track of national billings, reports that year-to-date 1991 is down by 2.6% when compared to the same period last year.



Bud Hock

"We are trying to target... advertisers that traditionally think of radio as being local, because when they think of national, they don't think of us at all."

Store, report that business will probably end flat. Stu Olds, Katz Radio Group executive vice president, outlined the two trends he sees in the national spot business in 1991. "The biggest trend I see is the concentration of dollars in the top 10 markets," Olds said. "The top 10 are up 10.8%—every other market grouping is either flat or down." Advertisers have been trimming back budgets, said Olds, and consequently have concentrated the money they have left at the top.

Another factor driving that pattern, said Olds, is that advertisers can compare national spot to wired networks on

And a little closer to home



Harry Smith
Down To Earth
M-Sat 10:25A
EST



Paula Zahn
The Parent Profile
M-F 12:25P
EST



Lisa Karlin
Entertainment Update
M-F 3:25P
EST



Mike Pulsipher
In The Marketplace
M-F 5:25P
EST



Greg Gumbel
Sportstime
M-F 6:25P
EST

a cost-per-point basis to the detriment of spot. "You can buy the top eight markets and one network to cover the country," said Olds.

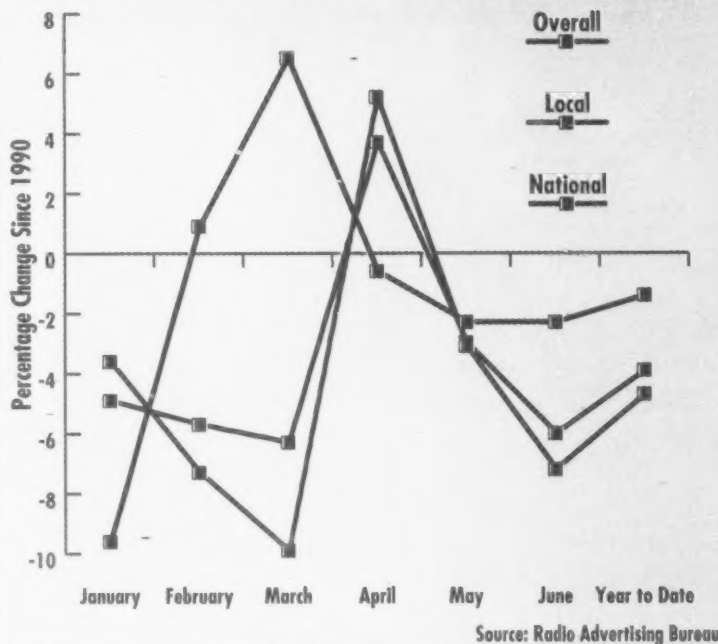
Driving home the qualities of radio to a select few important advertisers is a main reason network radio has grown this year, according to Bud Heck, Radio Network Association president.

Said Heck: "It really is beginning to focus much more finitely on targeted accounts instead of trying to talk to everybody. We have carved out a very small universe of individuals across the country. Fortune 500-type individuals who really say yes or no about whether or not they spend money in advertising, and hammered home our message."

The RNA has an advantage over other associations in that the membership is limited to the largest networks. Thus, Heck says, the chief executives of the networks make calls together, a move that packs a lot of power and makes a big impression on prospective clients.

The RNA has also produced a glossy

1991 RADIO REVENUE GROWTH



NETWORK SALES GROW STEADILY IN 1991

January	\$29,871,200
February	28,847,500
March	34,195,100
April	37,166,700
May	43,079,400
June	37,357,400

handbook as a marketing tool to sell the medium. And although it is filled with statistics about radio networks, the handbook goes beyond the numbers to include testimonials. "We are trying to target marketing people and advertisers that traditionally think of radio as being local," said Heck. "because when they think of national, they don't think of us at all. So we are excluded before we are even considered."

The message is simple, added Heck: radio can be a national medium. "You take advantage of all the local strengths of radio, but you can buy it as a national medium," he said. Heck believes that fewer and fewer advertisers will be comfortable spending money on television—because they want to know where their target audience is. "In our medium," he said, "the loyalty factor is one of the greatest strengths it has." —K

Personal finance...family life in the '90s...environmental issues...Hollywood...sports. News your 25-54 audience wants to hear and CBS Radio Network delivers.

These topics are the subjects of new feature programming on the CBS Radio Network. *Down To Earth* with Harry Smith. *Sportstime* with Greg Gumbel. Paula Zahn hosts *The Parent Profile*. Lisa Karlin, *Entertainment Update*. And there's business news with Mike Pulsipher on *In The Marketplace*.

Join the CBS Radio Network to meet some of the personalities behind the programs at RADIO 1991 at the San Francisco Marriott.

Hospitality Suite: Wednesday, September 11, 5-7:30pm
Friday, September 13, 6-9pm

Affiliate Party: Thursday, September 12, 6-9pm
(by invitation only)

CBS Radio Network. We've got personality.



RATINGS ROUNDUP

	7:00 PM	7:30 PM	8:00 PM	8:30 PM	9:00 PM	9:30 PM	10:00 PM	10:30 PM
Monday Aug 26	ABC 9.7/17		48. MacGyver [8.6/16] 7.8/14	9.5/17	32. ABC Monday Night Movie—Finding the Way Home [10.2/18] 9.9/17	10.0/17	10.7/18	10.2/19
	CBS 13.0/23		21. Evening Shade [11.2/21]	13. Major Dad [12.0/21]	3. Murphy Brown [14.8/25]	2. Designing Wm [15.0/25]	8. Northern Exposure [12.5/22] 13.1/23	11.9/22
	NBC 8.2/15		28. Fresh Prince [10.7/20]	43. Blossom [9.0/16]	61. NBC Monday Night Movies—Turn Back the Clock [7.3/13] 6.9/12	6.8/11	7.5/13	8.0/15
	FOX 6.8/12		66. Fox Night at the Movies—Dead Silence [6.8/12] 6.2/11	6.7/12	6.9/12	7.3/12		
Tuesday Aug 27	ABC 12.0/21		7. Full House [13.4/25]	5. Who's the Boss? [13.7/24]	1. Roseanne [16.3/27]	5. Coach [13.7/23]	59. Thirtysomething [7.5/14] 8.0/14	7.0/13
	CBS 11.4/20		30. Rescue: 911 [10.5/19] 9.8/19	11.3/20	15. CBS Tuesday Night Movie—A Killing in a Small Town [11.8/21] 10.7/18	11.2/19	12.5/22	12.6/24
	NBC 11.5/20		19. Matlock [11.3/21] 10.7/20	11.9/21	9. Heat of the Night [12.2/20] 11.6/19	12.7/21	24. Law and Order [10.9/2] 10.9/19	10.8/20
Wednesday Aug 28	ABC 10.1/18		29. Dinosaurs [10.6/20]	18. Wonder Years [11.5/21]	24. Doogie Howser [10.9/19]	16. Davis Rules [11.6/20]	51. Anything But Love [8.4/15] 8.6/16	59. Married People [7.5/15] 9.6/19
	CBS 8.9/16		35. All in the Family 20th Anniversary Special [9.8/18] 9.4/18	9.5/17	10.4/18	73. Morton & Hayes [6.0/10]	42. 48 Hours [9.1/17] 8.6/16	
	NBC 9.6/18		11. Unsolved Mysteries [12.1/23] 11.4/22	12.9/23	40. Night Court [9.4/16]	43. Seinfeld [9.0/16]	57. Quantum Leap [7.6/14] 7.3/13	7.9/16
Thursday Aug 29	ABC 7.8/14		71. Fthr Dowling Mysteries [6.4/12] 6.1/12	6.7/12	61. American Detectives [7.3/12] 6.5/11	8.2/14	38. Primetime Live [9.7/18] 9.4/17	9.9/19
	CBS 8.0/15		43. Top Cops [9.0/17] 8.3/16	9.8/18	69. Trials of Rosie O'Neill [6.5/11] 6.4/11	6.6/11	50. B Reynolds Conversations [8.5/16] 8.7/16	8.4/16
	NBC 11.6/21		13. Cosby [12.0/23]	11. A Different World [12.1/22]	4. Cheers [14.5/25]	19. Wings [11.3/19]	34. L.A. Law [9.9/18] 9.6/17	10.2/20
	FOX 9.2/16		43. Simpsons [9.0/17]	66. Roc—Encore [6.8/12]	30. Beverly Hills 90210 [10.5/18] 9.9/17	11.0/19		
Friday Aug 30	ABC 10.5/22		22. Family Matters [11.0/25]	22. Growing Pains [11.0/23]	35. Perfect Strang. [9.8/21]	41. Perfect Strang. [9.3/19]	27. 20/20 [10.8/23] 10.8/23	10.8/23
	CBS 7.4/16		66. Fantastic Facts [6.8/15]	71. Primetime Pets [6.4/14]	53. CBS Friday Night Movie—The Diamond Trap [7.8/16] 7.6/16	7.8/16	7.8/16	7.8/17
	NBC 5.1/11		77. NBC Movie of the Week Friday—To My Daughter [5.2/11] 4.8/11	5.1/11	5.3/11	5.5/11	83. Hunter [4.8/10] 4.7/10	4.9/11
	FOX 5.6/12		74. America's Most Wanted [5.8/13] 5.6/13	6.1/13	76. World's Greatest Stunts [5.3/11] 5.1/11	5.5/11		
Saturday Aug 31	ABC 6.4/15		65. ABC Saturday Night Movie—The Golden Child [7.0/18] 5.6/13	6.6/15	7.8/17	8.2/18	79. ABC News—Revolution [5.1/12] 5.2/12	4.9/11
	CBS 4.3/10		83. Planet of the Turtleoids [4.8/11] 4.5/11	5.2/11	88. Scene of the Crime [4.1/9] 3.4/7	3.4/7	4.6/10	4.9/11
	NBC 9.6/22		38. Golden Girls [9.7/23]	24. Golden Girls [10.9/24]	16. Empty Nest [11.6/25]	35. Dear John [9.8/21]	53. Sisters [7.8/18] 8.0/18	7.7/18
	FOX 5.6/12		75. Cops [5.7/14]	69. Cops 2 [6.5/14]	81. Totally Hdn. Video [5.0/11]	81. Best of the Worst [5.0/11]		
Sunday Sep 1	ABC 6.8/14	79. Life Goes On [5.1/12] 4.5/11	43. Am. Fun. H. Videos [9.0/19]	63. ABC Sunday Night Movie—Octopussy [7.1/14] 5.5/11	6.8/13	7.4/14	7.9/15	8.1/16
	CBS 9.6/19	9. 60 Minutes [12.2/29] 11.4/28	33. Murder, She Wrote [10.0/21] 9.7/20	52. CBS Sunday Night Movie—Her Wicked Ways [8.0/15] 7.9/15	7.7/15	7.9/15	8.3/16	
	NBC 5.9/12	86. Super Bloopers & Jokes [4.6/11] 4.1/10	87. Expose [4.2/9]	77. Real Life w/I. Pauley [5.2/11]	63. NBC Sunday Night Movie—Knight Rider 2000 [7.1/14] 5.9/12	6.7/13	7.6/14	8.1/16
	FOX 6.0/12	90. Taz-Mania [3.1/7]	89. Parker Lws [3.9/9]	56. In Living Color [7.7/16]	57. Roc* [7.6/15]	48. Married...w/ Childm [8.6/17]	53. Best of Cops [7.8/15]	83. Sunday Comics [4.8/9] 5.1/10

WEEKLY PRIME TIME AVERAGE	ABC 8.9/17	CBS 9.0/17	NBC 8.7/17	FOX 6.5/13	YELLOW = 1/2 HR WINNER
SEASON PRIME TIME AVERAGE	ABC 11.2/20	CBS 11.2/20	NBC 11.5/20	FOX 6.3/11	*—PREMIERE
NIGHTLY RATING/SHARE	RANKING/SHOW [PROGRAM RATING/SHARE]		HALF-HOUR RATING/SHARE		SOURCE: A.C. NIELSEN

CHANGING HANDS

This week's tabulation of station and system sales (\$250,000 and above)

WCCO(AM)-WLTE(FM)-WCCO-TV Minneapolis □ Sold by Midwest Communications Inc. to CBS Inc. for \$195 million. Sale includes WJMN-TV Escabana, Mich.; KCCO-TV Alexandria and KCCW-TV Walker, both Minnesota, and WFRV-TV Green Bay, Wis. **Seller** is headed by W.T. Doar Jr., and also operates Midwest SportsChannel, serving five-state area in Midwest. **Buyer** is headed by Laurence A. Tisch, and owns and operates seven AM's, 12 FM's and five TV's. WCCO(AM) is fulltimer with variety format on 830 khz with 50 kw. WLTE has soft adult contemporary format on 102.9 mhz with 100 kw and antenna 1,300 feet above average terrain. WCCO-TV is CBS affiliate on ch. 4 with 100 kw vis., 10 kw aur. and antenna 1,430 feet above average terrain.

KGA(AM)-KDRK-FM Spokane, Wash. □ Sold by Price Broadcasting Co. to Citadel Communications Corp. for estimated \$13 million; sale includes KOOK(AM)-KBEE-FM Modesto and KQMS(AM)-KSHA(FM) Redding, both California; KROW(AM)-KNEV(FM) Reno, and KHEZ(FM) Boise, Idaho. **Seller** is headed by John Price, and also owns KUTR(AM)-KCPX-FM Salt Lake City and WOMG-AM-FM Columbia, S.C. **Buyer** is headed by Lawrence R. Wilson and Fritz Beesmyer, and are partners in Citadel Associates Ltd., which owns KCNR(AM)-KLZX-FM Salt Lake City, KKFM(FM) Colorado Springs and KCTR-AM-FM Billings and KBOZ-AM-FM Bozeman, both Montana. KGA is fulltimer with country format on 1510 khz with 50 kw. KDRK-FM has country format on 93.7 mhz with 56 kw and

antenna 2,380 feet above average terrain. **Broker: Communications Equity Associates.**

WMYK(FM) Moyock (Chesapeake, Va.), N.C. □ Sold by American Eagle Communications Inc. to Willis Broadcasting Corp. for \$1.23 million in assumption of liabilities. **Seller** is headed by Jim Reese. **Buyer** is headed by radio group owner L.E. Willis Sr., and operates 12 AM's and 12 FM's; it recently purchased WCLN-AM-FM Clinton and WVVY(FM) Grifton, both North Carolina, for \$650,000 and \$800,000, respectively. WTZR has black adult contemporary format on 92.1 mhz with 3 kw and antenna 421 feet above average terrain. **Broker: Hickman Associates.**

WMJE(FM) Clarkesville, Ga. □ Sold by Clara Morris Martin to John Wesley Jacobs III for \$425,000. Terms: \$250,000 cash at closing, \$10,000 escrow deposit and \$165,000 consulting agreement to be paid over five years. **Seller** also has interests in co-owned WCHM(AM) Clarkesville, Ga. **Buyer** currently owns 49.1% of WMJE and is 25% stockholder of WDUN(AM) Gainesville, Ga. WMJE has popular hits and oldies format on 102.9 mhz with 3 kw and antenna 328 feet above average terrain.

KFNN(AM) Mesa (Phoenix), Ariz. □ Sold by principals within CRC Broadcasting Co. Inc. for \$349,000. **Sellers** are Michael Ragins and Ronald Cohen, who have no other broadcast interests. **Buyers** are Jay Berman and David Lloyd, who have no other broadcast interests. KFNN has news-talk format on 1510 khz with 10 kw day.

WPFR(FM) Terre Haute, Ind. □ Sold by William R. Rice, receiver for Power Rock Broadcasting of Indiana Inc., to Bomar Broadcasting Co.-Lafayette Inc. for \$325,000. Terms: \$225,000 cash at closing and \$100,000 escrow deposit. Licensee also operates co-owned WYTL(AM) Terre Haute, Ind. **Seller** has no other broadcast interests. **Buyer** is headed by Anthony Bove Sr. and Frank Bove, James C. Marcuccilli, Thomas M. Marcuccilli and WMRI Inc. (80%). Anthony Bove, Frank Bove, James Marcuccilli and Thomas M. Marcuccilli hold 18.59%, 18.68%, 9.43% and 9.4%, respectively, of voting stock of WMRI Inc., licensee of WGOM(AM)-WMRI(FM) Marion, Ind., and is permittee of WMJC(FM) Bremen, Ind., and also has interests in Bomar Broadcasting Co. of Lafayette Inc., licensee of WEZV(FM) Monticello, Ind. WPFR has CHR format on 102.7 mhz with 50 kw and antenna 500 feet above average terrain.

PROPOSED STATION TRADES

By volume and number of sales

Last Week:

AM's □ \$814,000 □ 5
FM's □ \$1,620,000 □ 8
AM-FM's □ \$13,100,000 □ 7
TV's □ \$195,000,000 □ 5
Total □ \$210,534,000 □ 25

Year to Date:

AM's □ \$59,179,080 □ 191
FM's □ \$151,393,646 □ 189
AM-FM's □ \$179,433,972 □ 137
TV's □ \$925,824,000 □ 61
Total □ \$1,315,830,698 □ 578

For 1990 total see Jan. 7, 1991 BROADCASTING.

YTD

\$72,380,760!

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KNOW(FM) Minneapolis-St. Paul; WIRR(FM) Virginia-Hibbing; WSCD(FM) Duluth; KQMN(FM) and KVVU(FM), both Thief River Falls; KQUH(FM) Duluth; KXLC(FM) La Crescent, and WSCN(FM) Cloquet, all Minnesota. It is also licensee of KLCD(FM) Decorah, IA; WGGL(FM) Houghton, MI; KRSD(FM) Sioux Falls, SD, and KFTN(FM) Sun Valley, ID. **Buyer** is headed J. Livingston Kosberg and George A. Vandeman, each 50% shareholders of NRG Twin Cities Inc., general partner of NRG Twin Cities Ltd., limited partner in assignee, and has no other broadcast interests. Action Aug. 23.

■ **KTRX(FM) Tarkio, MO** (BALH910701HC; 93.5 mhz; 3 kw; ant. 235 ft.)—Granted assignment of license from Ashdown Broadcasters Inc. to Kanza Inc. for \$20,000. **Seller** is headed by Jimmy N. McCollum, and has interests in KLMX(AM) Clayton, NM, and KOKO(AM) Warrensburg, MO. **Buyer** is headed by Michael Carter, and is also licensee of KAOL(AM)-KMZU(FM) Carrollton, MO. Action Aug. 19.

■ **KBMN(AM) Bozeman, MT** (BAL910705EA; 1230 khz; 1 kw-U)—Granted assignment of license from Robert F. and Cathryn L. Pipinich, husband and wife, to Cowdrey Broadcasting Co. for \$105,000. **Seller** has no other broadcast interests. **Buyer** is headed by Tracey R. Cowdrey, and has no other broadcast interests. Action Aug. 20.

■ **KYLT(AM)-KZOO(FM) Missoula, MT** (AM: BTC910708ED; 1340 khz; 1 kw-U; FM: BTCH910708EE; 100.1 mhz; 3 kw; ant. -300 ft.)—Granted transfer of control from Sheri L. Smith to Jeff M. Smith Jr. in stock transfer within licensee for no consideration. Principals have no other broadcast interests. Action Aug. 20.

■ **KCSR(AM) Chadron, NE** (BAL910711EC; 610 khz; 1 kw-D, 118 w-N)—Granted assignment of license from Big Sky Co. to Chadrad Communications Inc. for \$150,000. **Seller** is headed by Gregg Jones, Alan Kath and Donald J. Pilkington (trustee for Delouis M. Kath Trust). Jones and Pilkington have interests in KWTV(AM) Douglas and KASL(AM) Newcastle, both Wyoming. Pilkington and Kath have interests in KGOS(AM)-KERM(FM) Torrington, WY. Pilkington also has interests in KATH-FM Douglas, WY. **Buyer** is headed by Dennis A. Brown and Kathleen R. Brown (100%), and has no other broadcast interests. Action Aug. 22.

■ **KTNN(AM)-KQAY-FM Tucumcari, NM** (AM: BTC910711EA; 1400 khz; 1 kw-U; FM: BTCH910711EB; 92.7 mhz; 3 kw; ant. 64 ft.)—Granted transfer of control within Quay Broadcasters Inc. for \$157,000. **Seller** is Charles A. Denney, and has no other broadcast interests. **Buyer** is John M. Dunn, and has no other broadcast interests. Action Aug. 22.

■ **WRQR(FM) Farmville, NC** (BTCH90221GE; 94.3 mhz; 1.95 kw; ant. 407 ft.)—Dismissed app. of transfer of control from WRQR Inc. to William Matchak for \$10. **Seller** is headed by Sam E. Floyd, Greg W. Floyd, Ronald E. Stone, Don Kimbell, E. Roy Ruston and J. Guy Ratcliff. Sam Floyd has interests in Beasley Broadcasting Co., ultimate licensee of WFAI(AM) Fayetteville and WKML(FM) Lumberton, both North Carolina; WYNG-FM Evansville, IN; New South Broadcasting, licensee of WASC(AM) Spartanburg, SC; United Communications Inc., licensee of WAAJ(AM) Huntsville, AL; and WSJC Inc., licensee of WSJC(AM) Magee, MS. **Buyer** is also headed by Matchak (25%), Kyong Ja Matchak (28%), John Park (6%), Kyong Do Park (6%) and Kenneth Park (6%), and has no other broadcast interests. Action Feb. 6.

■ **WGJT(TV) Greenville, NC** (BAPCT880921KE; ch. 38, 5000 kw-A; 500 kw-V; ant. 474.25 ft.)—Dismissed app. of assignment of license from Community Service Telecasters Inc. to Agape Coastal Television Inc. for \$12,000. **Seller** is headed by Athene Baldwin Bunn, LaRhe Markham Vestal and Thalius J. Markham, and has no other broadcast interests. **Buyer** is headed by John W. Gainey III (47.75%), Frederick J. McCune (47.75%), Thalius J. Markham (3.50%) and Larhe Vestal (1.75%). Gainey and McCune each own 49% of Local Television Associates Inc., permittee of WFXI(TV) Morehead City, NC. Action Dec. 28.

■ **WKTZ(AM) Cortland, OH** (BAL910626A; 830 khz; 1 kw-D)—Granted assignment of license from Trumbull County Broadcasting Corp. to Miklos, Maria

and Attili Kossanyi for \$160,000. **Seller** is headed by Patrick H. Engrao and Albert Zippay. Engrao is 20% general partner in pending application for new FM at Hubbard, OH. Peggy Ann Engrao, wife of Patrick, and Zippay are 56% and 20% shareholders of WKTZ(FM) Mercer, PA. Action Aug. 22.

■ **WWCD(FM) Grove City, OH** (BAPH910708HK; 101.1 mhz; 3 kw; ant. 328 ft.)—Granted assignment of license from Video Service Broadcasting Corp. to Ingleside Radio Inc. for \$2 million. **Seller** is headed by Arnold Egerlito, and has no other broadcast interests. **Buyer** is headed by Roger Vaughan, and has no other broadcast interests. Action Aug. 23.

■ **WUCO(AM) Marysville, OH** (BAL910708EA; 1270 khz; 500 w-U)—Granted assignment of license from Mid-America Broadcasting Co., debtor-in-possession, to Monarch Broadcasting Inc. for \$108,940. **Seller** is represented by Sara J. Daneman, Chapter 7 trustee, and has no other broadcast interests. **Buyer** is headed by Robert P. Hutchinson (66%) and Donald Gorman (33%), and has no other broadcast interests. Action Aug. 19.

■ **KGW-TV Portland, OR** (BTCTF910627KH; ch. 8, 302 kw-V; 60.3 kw-A; ant. 1770 ft.)—Granted transfer of control from King Broadcasting Company to King

Holding Corp. for \$355 million plus other undisclosed consideration; actual price estimated to exceed \$400 million (see KING-TV Seattle, below). Action Aug. 27.

■ **KCKX(AM) Stayton, OR** (BAL901213EA; 1460 khz; 1 kw-D, 15 w-N)—Granted app. of assignment of license from Communication Arts Inc. to The Concord Group Inc. for \$84,000. **Seller** is headed by Emmett Eugene and Gail T. Boger, husband and wife, and has no other broadcast interests. **Buyer** is headed by Clifford A. Zauner (50%) and Virginia A. Zauner (50%), who have same interests in 94 Country Inc., which owns 100% of KWBY(AM) Woodburn, OR. Action Feb. 8.

■ **WCRO(AM) Johnstown, PA** (BAL901219EA; 1230 khz; 1 kw-U)—Granted app. of assignment of license from Tschudy Communications Corp. to Eagle Broadcasting Group Inc. for \$80,000. **Seller** is headed by Earl Judy Jr., Robert S. Janney and Joyce Jenkins. Judy is 51% stockholder of Shenandoah County Broadcasting Corporation, licensee of WSVG(AM) and WSIG(FM) Mount Jackson, VA. **Buyer** is headed by J. Richard Lee (70%), Dorothy K. Lee and Jane Allison Lee (30%), and has no other broadcast interests. Action Feb. 6.

SUMMARY OF BROADCASTING & CABLE

BROADCASTING

SERVICE	ON AIR	CP's ¹	TOTAL ²
Commercial AM	4,988	235	5,223
Commercial FM	4,482	1,010	5,492
Educational FM	1,473	294	1,767
Total Radio	10,943	1,539	12,482
Commercial VHF TV	556	17	573
Commercial UHF TV	570	171	741
Educational VHF TV	124	3	127
Educational UHF TV	232	11	243
Total TV	1,482	201	1,684
VHF LPTV	209	151	360
UHF LPTV	699	808	1,507
Total LPTV	908	959	1,867
FM translators	1,868	347	2,215
VHF translators	2,703	82	2,785
UHF translators	2,331	308	2,639

CABLE

Total subscribers	53,900,000
Homes passed	71,300,000
Total systems	10,823
Household penetration†	58.6%
Pay cable penetration	29.2%

¹ Includes off-air licenses. ² Penetration percentages are of TV household universe of 92.1 million. ³ Construction permit. ⁴ Instructional TV fixed service. ⁵ Studio-transmitter link. Source: Nielsen and Broadcasting's own research.